

REMARK/ARGUMENTS

Favorable reconsideration of this application, as presently amended and in light of the following discussion, is respectfully requested.

Claims 1, 4, and 6-22 are presently active; Claims 1 and 8-22 having been amended, and Claim 5 having been canceled by the present amendment.

Claims 1, 4, 6-10, and 15-18 were rejected under 35 U.S.C 103(a) as being unpatentable over Hamilton et al (U.S. Patent 5,579,055) in view of Davis et al (U.S. Patent 5,559,548). Claims 11-14 and 19-22 were rejected under 35 U.S.C. 103(a) as being unpatentable over Davis et al in view of Terasawa et al (U.S. Patent 6,147,714). Claim 5 were rejected under 35 U.S.C. 103(a) as being unpatentable over Hamilton et al and Davis et al in view of Klosterman (U.S. patent 5,550,576).

Regarding the rejection to Claim 5, the outstanding Office Action acknowledges that Hamilton et al is silent on changing the order of data constituting the EPG in accordance to the template.¹ The Office Action then asserts, given the teachings in Klosterman, that it would be obvious to one of ordinary skill in the art to modify Hamilton et al by altering the order of data in the EPG as taught by Klosterman in order to encourage viewers to select programs from various networks.² Yet, with regard to Claim 5, the predetermined information recited in Claim 5 (as defined by Claim 1) defines the predetermined information as information representing the first broadcasting station such that the display format is altered to show a preference to a provider tag of a first broadcasting station over other provider tags of a plurality of broadcasting stations. Thus, according to Claim 5, the order of

¹ Office Action, page 7, lines 7-9.

Reply to Office Action dated July 30, 2003
Application No. 09/114,352

data constituting the EPG (i.e. the order of the provider tags) shows a preference to the first broadcasting station. Klosterman merely discloses that the “channels are in an order associated with their particular source” and does not disclose or suggest that *a preference* is given to one particular provider tag over another or much less that the order listed shows a preference for the first broadcasting station.

Hence, it is respectfully submitted that Klosterman does not disclose or suggest an order of data constituting the EPG be displayed to show a preference to the provider tag of the first broadcasting station over other provider tags of the plurality of broadcasting stations, as defined in the presently amended claims.

Thus, it is respectfully submitted that the presently amended independent Claims 1 and 8-22, and the claims dependent therefrom, patentably define over the applied prior art.

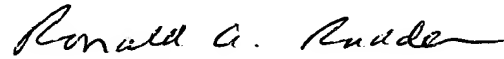
² Office Action, page 7, lines 11-14.

Reply to Office Action dated July 30, 2003
Application No. 09/114,352

Consequently, in view of the present amendment and in light of the above discussions, the outstanding grounds for rejection are believed to have been overcome. The application as amended herewith is believed to be in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.



Gregory J. Maier
Registration No. 25,599
Attorney of Record
Ronald A. Rudder, Ph.D.
Registration No. 45,618

CUSTOMER NUMBER
22850

Tel: (703) 413-3000

Fax: (703) 413-2220

GJM:RAR:clh

I:\ATTY\RAR\AMENDMENTS\203593US\AM.DOC